



Carline Accolade Overview

2012

RIO




Organization	US EPA	VroomGirls.com	FAMA Magazine	VroomGirls.com	NADAguides
Ad Verbiage (Required Language)	US EPA SmartWay Certification Mark	Best Hatchback by VroomGirls.com	FAMA Magazine - Mujeres al Volante Award	One of Six Best New Cars for Your Teenager by VroomGirls.com	Named One of NADAguides Most Versatile Cars of 2012
Model Year	2012	2012	2012	2012	2012
Model	Rio	Rio 5-Door	Rio 5-Door	Rio 5-Door	Rio 5-Door
Date Awarded	7/18/2011	12/15/2011	1/12/2012	3/29/2012	5/2/2012
Requirements	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval
Award Image					
Methodology	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.	N/A	The Mujeres al Volante Award is achieved through a test drive of approximately 70 cars during the year. From there, the magazine's 5 favorites in 5 categories are chosen.	N/A	NADAguides sought a list of versatile new cars (2012) that met or exceeded competitive points within its segment and had an MSRP of \$20,000 or less including destination fees. Points were given to specific "foundation", versatility and feature set attributes.
Legal Disclaimer	N/A	N/A	N/A	N/A	N/A
Contact Info	Kristin Kenausis kenausis.kristin@epa.gov	Marjory Hawkins marjory@vroomgirls.com	Al Vazquez al@famaweb.com	Marjory Hawkins marjory@vroomgirls.com	Andrea Lopez alopez@nadaguides.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim
Notes	This award carried over given the scoring thresholds haven't changed from MY11 to MY12	N/A	N/A	N/A	Send Andrea material for approval before printing or publishing. Please also make sure any time NADAguides is referred to that it is always stated as NADAguides, not NADA or NADA Guides or NADA guides.

2012

RIO




Organization	Red Dot Design				
Ad Verbiage (Required Language)	red dot design award – winner 2012				
Model Year	2012				
Model	Rio				
Date Awarded	7/5/2012				
Requirements	Please follow red dot guidelines and submit final creative for approval				
Award Image					
Methodology	The experts thoroughly examined, tested and evaluated each individual entry applying the highest standards. With their performances, the laureates did not only demonstrate an extraordinary design quality but they also showed that design is an integral part of innovative product solutions. At this high level, the winners are able to increase their potential for success on the market considerably by purposefully using our design prize."				
Legal Disclaimer	N/A*				
Contact Info	Sabine Wöll Woell@red-dot.de				
Duration	Expires 12/31/12				
Notes	As long as we use the Kia brand and no other one to ad with red dot, [the legal disclaimer] is no problem. If we change the brand, red dot must be notified.				

2013

RIO






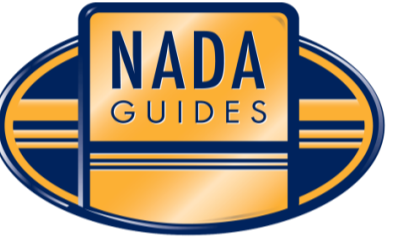


Organization	US EPA				
Ad Verbiage (Required Language)	US EPA SmartWay Certification Mark				
Model Year	2013				
Model	Rio				
Date Awarded	4/16/2012				
Requirements	Submit final creative for approval				
Award Image					
Methodology	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.				
Legal Disclaimer	N/A				
Contact Info	Kristin Kenausis kenausis.kristin@epa.gov				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	This award carried over given the scoring thresholds haven't changed from MY12 to MY13				

2012

soul



Organization	Insurance Institute for Highway Safety	US EPA	Consumers Digest	Kelley Blue Book's kbb.com	NADAguides
Ad Verbiage (Required Language)	2012 IIHS Top Safety Pick	US EPA SmartWay Certification Mark	Consumers Digest named the 2012 Kia Soul a Best Buy	The Kia Soul received a 2012 Total Cost of Ownership Award from Kelley Blue Book's kbb.com	Named One of NADAguides Most Versatile Cars of 2012
Model Year	2012	2012	2012	2012	2012
Model	Soul	Soul	Soul	Soul	Soul Auto +
Date Awarded	12/15/2011	6/30/2011	10/14/2011	2/8/2012	5/2/2012
Requirements	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval
Award Image	 OR 				
Methodology	Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.	"Best Buy" recipients are based on what vehicles Consumers Digest believes offers the most value for the money in their respective vehicle classes. The concept of "value," according to Consumers Digest, is based on a vehicle's purchase price and ownership costs relative to subjective factors like comfort, performance, styling and utility.	Please review the information in the original article here: http://www.kbb.com/car-news/all-the-latest/2012-total-cost-of-ownership-awards/	NADAguides sought a list of versatile new cars (2012) that met or exceeded competitive points within its segment and had an MSRP of \$20,000 or less including destination fees. Points were given to specific "foundation", versatility and feature set attributes.
Legal Disclaimer	N/A	N/A	The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.	2012 model-year vehicle's projected ownership costs are based on the average Kelley Blue Book Total Cost of Ownership data for the initial five-year ownership period. For more information, visit www.kbb.com .	N/A
Contact Info	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org	Kristin Kenausis kenausis.kristin@epa.gov	Rich Dzierwa rdzierwa@consumersdigest.com	Joanna Pinkham jpinkham@kbb.com	Andrea Lopez alopez@nadaguides.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	Expiration: 10/13/2012	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim
Notes	Please be sure to CC: Mike Fagin Note that '2012' IIHS Top Safety Pick is required to be a part of the claim	This award carried over given the scoring thresholds haven't changed from MY11 to MY12	Note that the Soul is one of many "Best Buys" and in turn needs to state that it is "A Best Buy"	Contact Manan Patel at 310.445.5272 or manan.patel@dng.com for KBB guidelines.	Send Andrea material for approval before printing or publishing. Please also make sure any time NADAguides is referred to that it is always stated as NADAguides, not NADA or NADA Guides or NADA guides.

2012

soul





Organization	Total Car Score	Kelley Blue Book's kbb.com	J.D. Power and Associates		
Ad Verbiage (Required Language)	A Top Scoring 2012 Economy Car	Kia Soul was named a 2012 Coolest New Car Under \$18,000 from Kelley Blue Book's kbb.com	"Kia Soul: Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality"		
Model Year	2012	2012	2012		
Model	Soul	Soul	Soul		
Date Awarded	5/23/2012	6/20/2012	6/20/2012		
Requirements	Must include "Total Car Score" in all references to the this list and the model on it.	Submit final creative for approval	All contracts/forms/fees signed and paid for by KMA.		
Award Image					
Methodology	The Soul urban passenger vehicle, which received significant enhancements for the 2012 model year, earned high praise for its ease of entry, abundant headroom, standard Bluetooth® and USB connectivity and a variety of colors and interior fabrics offered.	This list is based on editorial opinions of the kbb.com editors. They chose the new vehicles that they thought were the most affordable, fun to drive, and fun to own.	Taken from the Initial Quality Study (IQS), which looks at owner-reported problems in the first 90 days of new-vehicle ownership, this score is based on problems that have caused a complete breakdown or malfunction, or where controls or features may work as designed, but are difficult to use or understand.		
Legal Disclaimer	For more information on Total Car Score ratings please visit www.TotalCarScore.com. 'Total Car Score' and 'TCS' is a registered trademark of Total Car Score, LLC. All rights reserved.	For more information about the 2012 10 Coolest New Cars Under \$18,000, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.	The Kia Soul received the lowest number of problems per 100 vehicles among compact multi-purpose vehicles in the proprietary J.D. Power and Associates 2012 Initial Quality StudySM. Study based on responses from 74,759 new-vehicle owners, measuring 233 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February - May 2012. Your experiences may vary. Visit jdpower.com/Kia.		
Contact Info	Karl Bauer karl@totalcarscore.com	Joanna Pinkham jpinkham@kbb.com	Shapiro, Daniel (JDPA) Daniel.Shapiro@jdpa.com		
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	Unlimited usage on award through April 30, 2013		
Notes					

2013






soul



Organization	Insurance Institute for Highway Safety				
Ad Verbiage (Required Language)	2012 IIHS Top Safety Pick				
Model Year	2013				
Model	Soul				
Date Awarded	4/30/2012				
Requirements	Submit final creative for approval				
Award Image	 OR 				
Methodology	Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.				
Legal Disclaimer	N/A				
Contact Info	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	Please be sure to CC: Mike Fagin Note that '2012' IIHS Top Safety Pick is required to be a part of the claim				



2012 FORTE



Organization	Insurance Institute for Highway Safety	US EPA	NADAguides	Total Car Score	
Ad Verbiage (Required Language)	2012 IIHS Top Safety Pick for the Forte Sedan	US EPA SmartWay Certification Mark	Named One of NADAguides Most Versatile Cars of 2012	Named One of the Top Cars For College Grads	
Model Year	2012	2012	2012	2012	
Model	Forte Sedan	Forte/Koup	Forte SX	Forte	
Date Awarded	12/15/2011	7/18/2011	5/2/2012	5/18/2012	
Requirements	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	Must include "Total Car Score" in all references to the this list and the model on it.	
Award Image	 OR 				
Methodology	Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.	NADAguides sought a list of versatile new cars (2012) that met or exceeded competitive points within its segment and had an MSRP of \$20,000 or less including destination fees. Points were given to specific "foundation", versatility and feature set attributes.	The winners were based on two primary factors. They had to have a relatively high Total Car Score and they had to have good value for the money. The Forte managed to score in the top half of the compact car category while also having one of the lowest prices (along with a solid list of standard features).	
Legal Disclaimer	N/A	N/A	N/A	For more information on Total Car Score ratings please visit www.TotalCarScore.com . 'Total Car Score' and 'TCS' is a registered trademark of Total Car Score, LLC. All rights reserved.	
Contact Info	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org	Kristin Kenausis kenausis.kristin@epa.gov	Andrea Lopez alopez@nadaguides.com	Karl Bauer karl@totalcarscore.com	
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	
Notes	Please be sure to CC: Mike Fagin Note that '2012' IIHS Top Safety Pick is required to be a part of the claim as well as the use of the word "Sedan" when referring to the Forte as a Top Safety Pick.	This award carried over given the scoring thresholds haven't changed from MY11 to MY12	Send Andrea material for approval before printing or publishing. Please also make sure any time NADAguides is referred to that it is always stated as NADAguides, not NADA or NADA Guides or NADA guides.		

2013 FORTE



Organization	Insurance Institute for Highway Safety				
Ad Verbiage (Required Language)	2012 IIHS Top Safety Pick for the Forte Sedan				
Model Year	2013				
Model	Forte Sedan				
Date Awarded	12/15/2011				
Requirements	Submit final creative for approval				
Award Image	 OR 				
Methodology	Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.				
Legal Disclaimer	N/A				
Contact Info	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	Please be sure to CC: Mike Fagin Note that '2012' IIHS Top Safety Pick is required to be a part of the claim as well as the use of the word "Sedan" when referring to the Forte as a Top Safety Pick.				




2012 OPTIMA



Organization	US EPA	Insurance Institute for Highway Safety	NHTSA	Consumers Digest	Edmunds
Ad Verbiage (Required Language)	US EPA SmartWay Certification Mark	2012 IIHS Top Safety Pick	NHTSA 5-Star Crash Safety Rating	Consumers Digest named the 2012 Kia Optima a Best Buy	Named one of six "Gorgeous Cabins" by Edmunds' <i>Inside Line</i>
Model Year	2012	2012	2012	2012	2012
Model	Optima	Optima	Optima	Optima	Optima
Date Awarded	7/18/2011	12/15/2011	September 2011	10/14/2011	11/9/2011
Requirements	Submit final creative for approval	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	Submit final creative for approval
Award Image					Must request logo by sending a mock-up or description of proposed use to GeneralCounsel@edmunds.com
Methodology	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.	Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	"Best Buy" recipients are based on what vehicles Consumers Digest believes offers the most value for the money in their respective vehicle classes. The concept of "value," according to Consumers Digest, is based on a vehicle's purchase price and ownership costs relative to subjective factors like comfort, performance, styling and utility.	Please see the following: http://blogs.insideline.com/straightline/2011/11/the-list-6-gorgeous-cabins-.html
Legal Disclaimer	N/A	N/A	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).	The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.	N/A
Contact Info	Kristin Kenausis kenausis.kristin@epa.gov	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org	Mike Joyce mike.joyce@dot.gov	Rich Dzierwa rdzierwa@consumersdigest.com	Submit materials to generalcounsel@edmunds.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	Expiration: 10/13/2012	May use as long as Model and Model Year are stated with the respective claim.
Notes	This award carried over given the scoring thresholds haven't changed from MY11 to MY12	Please be sure to CC: Eric Williams, ewilliams@iihs.org Note that '2012' IIHS Top Safety Pick is required to be a part of the claim.	Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NAP+Advertising+Guidelines	Note that the Soul is one of many "Best Buys" and in turn needs to state that it is "A Best Buy"	Additional contact info: Carolyn Hoff choff@edmunds.com

2012 OPTIMA



Organization	Boston Globe	Autobytel	AJAC (Automobile Journalists Association of Canada)	Edmunds	NADAguides
Ad Verbiage (Required Language)	Named as one of the Top Drives for 2012 by The Boston Globe	Autobytel 2012 Sedan of the Year	AJAC Award for 2012 Best New Family Car (under \$30,000)	A Best Family Car of 2012 – Parents magazine and Edmunds.com	Named to NADAguides Must Consider List for Summer 2012
Model Year	2012	2012	2012	2012	2012
Model	Optima	Optima	Optima	Optima	Optima 4 Door 2.4L Auto LX
Date Awarded	12/23/2011	1/6/2012	October 2011	6/5/2012	7/18/2012
Requirements	Submit final creative for approval	Submit final creative for approval	Submit creative for review and approval	Submit creative for review and approval	Submit creative for review and approval
Award Image	N/A			N/A. Currently working out the details with Parents regarding what logo(s) may be displayed with approved accolades.	
Methodology	Awardees possess these core traits: excellent performance, quality construction, fine details, and most of all, solid value. Based on testing hundreds of cars over thousands of miles each year in New England.	Please review the information in the original article here: http://www.autobytel.com/auto-news/awards/autobytel-2012-sedan-of-the-year-108842/	The results were compiled by the international accounting firm KPMG a determined from more than 40,000 individual data points established in the testing of 170 different vehicles. That information includes not just specifications and features but actual performance data and subjective ratings on up to 23 different characteristics – from interior roominess and comfort to ride quality and handling ability.	As always, safety is our primary concern. For that reason, every vehicle on our list is equipped with antilock brakes, electronic stability control, and a minimum of six air bags. Plus, a record 14 of our recommended cars earned a Top Safety Pick designation from the Insurance Institute for Highway Safety (IIHS). We favored vehicles that get great mileage and represent the premier value in their class. We paid close attention to kid-friendly features while also keeping in mind that a smooth, stylish ride makes everyone happy.	Vehicles chosen for the Must Consider List are competitively priced within their respective segments and hold their value well but are not seeing much in the way of advertising, promotional support, press or recent sales. NADAguides analysts have highlighted specific trim levels that possess a combination of quality engineering, design and features, good performance and fuel efficiency resulting in noteworthy success for each vehicle's intended function and overall value.
Legal Disclaimer	Award does not involve the reporting or editing staff of The Boston Globe.	N/A	N/A	N/A	N/A
Contact Info	Clifford Atiyeh catiyeh@boston.com	Ella Peterson ellap@autobytel.com	Beth Rhind beth@ajac.ca	Submit materials to generalcounsel@edmunds.com	Andrea Lopez alopez@nadaguides.com
Duration	May use as long as Model and Model Year are stated with the respective claim	Expires 12/31/2012	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim.	May use as long as Model and Model Year are stated with the respective claim
Notes	N/A	N/A	All Car of the Year Award advertisements in newspapers, magazines, internal newsletters, web promotions, broadcast TV and radio, need to be approved by the AJAC office prior to publication or broadcast.	Additional contact info: Carolyn Hoff choff@edmunds.com	Send Andrea material for approval before printing or publishing. Please also make sure any time NADAguides is referred to that it is always stated as NADAguides, not NADA or NADA Guides or NADA guides.

2013 OPTIMA



Organization	Insurance Institute for Highway Safety				
Ad Verbiage (Required Language)	2012 IIHS Top Safety Pick				
Model Year	2013				
Model	Optima				
Date Awarded	4/30/2012				
Requirements	Submit final creative for approval				
Award Image					
Methodology	Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.				
Legal Disclaimer	N/A				
Contact Info	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	Please be sure to CC: Mike Fagin Note that '2012' IIHS Top Safety Pick is required to be a part of the claim				







2012 OPTIMA HYBRID



Organization	US EPA	Insurance Institute for Highway Safety	NHTSA	AJAC (Automobile Journalists Association of Canada)	
Ad Verbiage (Required Language)	US EPA SmartWay Certification Mark	2012 IIHS Top Safety Pick	NHTSA 5-Star Crash Safety Rating	AJAC Award for 2012 Best New Family Car (over \$30,000)	
Model Year	2012	2012	2012	2012	
Model	Optima Hybrid	Optima Hybrid	Optima Hybrid	Optima Hybrid	
Date Awarded	7/18/2011	12/15/2011	September 2011	October 2011	
Requirements	Submit final creative for approval	Submit creative for review and approval	Follow NHTSA guidelines (link in Notes section below)	Submit creative for review and approval	
Award Image					
Methodology	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.	Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	The results were compiled by the international accounting firm KPMG a determined from more than 40,000 individual data points established in the testing of 170 different vehicles. That information includes not just specifications and features but actual performance data and subjective ratings on up to 23 different characteristics – from interior roominess and comfort to ride quality and handling ability.	
Legal Disclaimer	N/A	N/A	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).	N/A	
Contact Info	Kristin Kenausis kenausis.kristin@epa.gov	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org	Mike Joyce mike.joyce@dot.gov	Beth Rhind beth@ajac.ca	
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	
Notes	This award carried over given the scoring thresholds haven't changed from MY11 to MY12	Please be sure to CC: Mike Fagin Note that '2012' IIHS Top Safety Pick is required to be a part of the claim.	Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NAP+Advertising+Guidelines	All Car of the Year Award advertisements in newspapers, magazines, internal newsletters, web promotions, broadcast TV and radio, need to be approved by the AJAC office prior to publication or broadcast.	


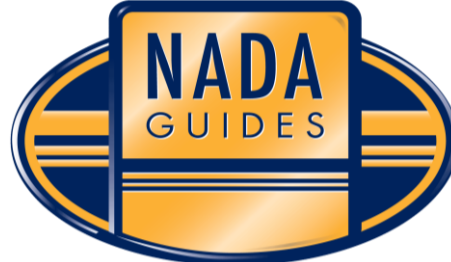
2012 SPORTAGE



Organization	Insurance Institute for Highway Safety	US EPA	Consumers Digest	NHTSA	USAA
Ad Verbiage (Required Language)	2012 IIHS Top Safety Pick	US EPA SmartWay Certification Mark for 4-Cylinder Vehicles	Consumers Digest named the 2012 Kia Sportage a Best Buy	NHTSA Overall 5-Star Crash Safety Rating for the 2012 Sportage AWD	Kia Sportage was recognized by USAA as a 2012 Best Value vehicle.
Model Year	2012	2012	2012	2012	2012
Model	Sportage	Sportage	Sportage	Sportage AWD only	Sportage
Date Awarded	12/15/2011	7/18/2011	10/14/2011	N/A	5/4/2012
Requirements	Submit final creative for approval	Submit final creative for approval	Submit final creative for approval	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval
Award Image	 OR 			 Crash safety rating	
Methodology	Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	The SmartWay certification mark is achieved if a vehicle receives a minimum of a 6 on both the Greenhouse Gas Score and the Air Pollution Score AND receives a combination of 13 or higher.	"Best Buy" recipients are based on what vehicles Consumers Digest believes offers the most value for the money in their respective vehicle classes. The concept of "value," according to Consumers Digest, is based on a vehicle's purchase price and ownership costs relative to subjective factors like comfort, performance, styling and utility.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	The Best Value list represents the 2012 vehicles in 16 categories that scored best overall on the USAA Preferred vehicle rating system. The USAA Preferred rating system involves three steps: Manufacturer's Suggested Retail Price (MSRP) Value; Depreciation, Ownership Costs & Reliability; and Safety.
Legal Disclaimer	N/A	May not include all versions of this model.	The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).	USAA Preferred Best Value vehicles are typically those vehicles ranked highest in each vehicle category and obtain "Good/Acceptable" crash test ratings from IIHS and represent vehicles which are determined to be the best financial value using a USAA-developed proprietary statistical model. The model relates MSRP to vehicle features (engine type, drive train, electronic stability control, anti-lock brakes, number of airbags, transmission, body additions, curb weight, horsepower-to-curb weight, height and vehicle category), fuel economy, insurance cost, additional warranty cost, depreciation, and IIHS Top Safety Pick to determine the value. In providing this analysis, USAA does not consider factors other than those disclosed.
Contact Info	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org	Kristin Kenausis kenausis.kristin@epa.gov	Rich Dzierwa rdzierwa@consumersdigest.com	Mike Joyce mike.joyce@dot.gov	Rebecca Hirsch (210) 863-6516 rebecca.hirsch@usaa.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	Expiration: 10/13/2012	May use as long as Model and Model Year are stated with the respective claim	Expiration: 12/31/12
Notes	Please be sure to CC: Mike Fagin Note that '2012' IIHS Top Safety Pick is required to be a part of the claim.	This award carried over given the scoring thresholds haven't changed from MY11 to MY12	Note that the Soul is one of many "Best Buys" and in turn needs to state that it is "A Best Buy"	Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/NCAP+Advertising+Guidelines	



2012 SPORTAGE



Organization	AAA	NADAguides			
Ad Verbiage (Required Language)	Named a AAA Top Pick For Safe Cars For Teens	Named to NADAguides Must Consider List for Summer 2012			
Model Year	2012	2012			
Model	Sportage	Sportage AWD 4 Door EX			
Date Awarded	6/15/2012	7/18/2012			
Requirements	Submit final creative for approval	Submit final creative for approval			
Award Image					
Methodology	AAA top picks are selected by AAA Auto Buying experts that test-drive and evaluate hundreds of vehicles each year. The "Top Cars for Teens" list focuses on vehicles that appease both parents and teens by combining attractive looks and performance with reliability, safety and a budget-friendly price.	Vehicles chosen for the Must Consider List are competitively priced within their respective segments and hold their value well but are not seeing much in the way of advertising, promotional support, press or recent sales. NADAguides analysts have highlighted specific trim levels that possess a combination of quality engineering, design and features, good performance and fuel efficiency resulting in noteworthy success for each vehicle's intended function and overall value.			
Legal Disclaimer	N/A	N/A			
Contact Info	Ginnie Pritchett VPritchett@national.aaa.com	Andrea Lopez alopez@nadaguides.com			
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim			
Notes	AAA must review/approve any use of the logo prior to publishing/use. http://www.aaabrandcentral.com/identity/AAA_logo-usage-guidelines/ There are no specific guidelines except for the those outlined in the Brand Management Guidelines. See the link below. http://www.aaabrandcentral.com/	Send Andrea material for approval before printing or publishing. Please also make sure any time NADAguides is referred to that it is always stated as NADAguides, not NADA or NADA Guides or NADA guides.			







2013 SPORTAGE



Organization	Insurance Institute for Highway Safety				
Ad Verbiage (Required Language)	2012 IIHS Top Safety Pick				
Model Year	2013				
Model	Sportage				
Date Awarded	4/30/2012				
Requirements	Submit final creative for approval				
Award Image	 OR 				
Methodology	Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.				
Legal Disclaimer	N/A				
Contact Info	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org				
Duration	May use as long as Model and Model Year are stated with the respective claim				
Notes	Please be sure to CC: Eric Williams, ewilliams@iihs.org Note that '2012' IIHS Top Safety Pick is required to be a part of the claim.				


2012 SORENTO



Organization	Insurance Institute for Highway Safety	NHTSA	Consumers Digest	Kelley Blue Book's kbb.com	Total Car Score
Ad Verbiage (Required Language)	2012 IIHS Top Safety Pick for the 2012 Sorento	NHTSA 5-Star Side-Impact Crash Rating	Consumers Digest named the 2012 Kia Sorento a Best Buy	Kia Sorento was named a 10 Best Family Car of 2012 from Kelley Blue Book's kbb.com	One of the Top Scoring 2012 Midsize SUVs and Crossovers
Model Year	2012	2012	2012	2012	2012
Model	Sorento	Sorento	Sorento	Sorento	Sorento
Date Awarded	12/15/2011	N/A	10/14/2011	2/29/2012	5/23/2012
Requirements	Submit creative for review and approval	Follow NHTSA guidelines (link in Notes section below)	Submit final creative for approval	Submit final creative for approval	Must include "Total Car Score" in all references to the this list and the model on it.
Award Image	 OR 				
Methodology	Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.	Starting with 2011 models, NHTSA has introduced tougher tests and rigorous new 5-Star Safety Ratings that provide more information about safety feature performance and crash avoidance technologies.	"Best Buy" recipients are based on what vehicles Consumers Digest believes offers the most value for the money in their respective vehicle classes. The concept of "value," according to Consumers Digest, is based on a vehicle's purchase price and ownership costs relative to subjective factors like comfort, performance, styling and utility.	Please review the information in the original article here: http://www.kbb.com/car-reviews-and-news/top-10/10-best-family-cars-of-2012/?selectedindex=6&r=329148023673595800	The Sorento – Kia's best-selling vehicle in the U.S. in 2010 and 2011 – outranked its peers with available third-row seating, a comprehensive array of standard equipment, available UVO powered by Microsoft® voice-activated infotainment system and spacious cargo capacity.
Legal Disclaimer	N/A	Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).	The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.	For more information about the 10 Best Family Cars of 2012, visit www.kbb.com . Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.	For more information on Total Car Score ratings please visit www.TotalCarScore.com . 'Total Car Score' and 'TCS' is a registered trademark of Total Car Score, LLC. All rights reserved.
Contact Info	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org	Mike Joyce mike.joyce@dot.gov	Rich Dzierwa rdzierwa@consumersdigest.com	Joanna Pinkham jpinkham@kbb.com	Karl Bauer karl@totalcarscore.com
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim	Expiration: 10/13/2012	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim
Notes	Please be sure to CC: Mike Fagin Note that '2012' IIHS Top Safety Pick is required to be a part of the claim.	Follow guidelines found at: http://www.safercar.gov/Vehicle+Manufacturers/N-CAP+Advertising+Guidelines	Note that the Soul is one of many "Best Buys" and in turn needs to state that it is "A Best Buy"	Please note that we need to send Joanna copies of all creative executions for approval.	



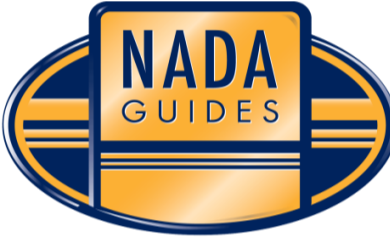
2012 SORENTO



Organization	Edmunds.com				
Ad Verbiage (Required Language)	A Best Family Car of 2012 – Parents magazine and Edmunds.com				
Model Year	2012				
Model	Sorento				
Date Awarded	6/5/2012				
Requirements	Submit creative for review and approval				
Award Image					
Methodology	As always, safety is our primary concern. For that reason, every vehicle on our list is equipped with antilock brakes, electronic stability control, and a minimum of six air bags. Plus, a record 14 of our recommended cars earned a Top Safety Pick designation from the Insurance Institute for Highway Safety (IIHS). We favored vehicles that get great mileage and represent the premier value in their class. We paid close attention to kid-friendly features while also keeping in mind that a smooth, stylish ride makes everyone happy.				
Legal Disclaimer	N/A				
Contact Info	Submit materials to generalcounsel@edmunds.com				
Duration	May use as long as Model and Model Year are stated with the respective claim.				
Notes	Additional contact info: Carolyn Hoff choff@edmunds.com				



2013 SORENTO



Organization	Insurance Institute for Highway Safety	NADAguides			
Ad Verbiage (Required Language)	2012 IIHS Top Safety pick for the 2013 Sorento	NADAguides June Featured Vehicle of the Month			
Model Year	2013	2013			
Model	Sorento	Sorento			
Date Awarded	4/30/2012	6/11/2012			
Requirements	Submit creative for review and approval	Submit final creative for approval			
Award Image	 OR 				
Methodology	<p>Winners of the 2012 Top Safety Pick must receive the highest rating of "Good" in all 4 of our crashworthiness tests (frontal offset, side, rear, and roof strength). Winners must also have electronic stability control.</p>	<p>The NADAguides.com Featured Vehicle of the Month provides consumers with practical information on new cars, trucks and SUVs chosen by the analysts at NADAguides.com for exceptional performance, efficiency, features, options and appeal. The featured vehicle of the month is chosen based on its competitiveness within its respective segment. NADAguides' analysts compare MSRP, engine and horsepower, MPG, warranty, first year depreciation, sales and incentive volume as well as the list of standard features on each vehicle to determine the best vehicle in the segment.</p>			
Legal Disclaimer	N/A	N/A			
Contact Info	Shelley Shelton Mike Fagin sshelton@iihs.org mfagin@iihs.org	Andrea Lopez alopez@nadaguides.com			
Duration	May use as long as Model and Model Year are stated with the respective claim	May use as long as Model and Model Year are stated with the respective claim			
Notes	<p>Please be sure to CC: Eric Williams, ewilliams@iihs.org</p> <p>Note that '2012' IIHS Top Safety Pick is required to be a part of the claim.</p>	<p>Logo not required, but preferred. Send Andrea material for approval before printing or publishing. Please also make sure any time NADAguides is referred to that it is always stated as NADAguides, not NADA or NADA Guides or NADA guides.</p>			

BRAND



Organization	Kelley Blue Book's kbb.com	Architectural Record	Total Car Score	Which?	
Ad Verbiage (Required Language)	Kia Motors received the best Total Cost of Ownership for overall brand for 2012 according to Kelley Blue Book's kbb.com	Good Design is Good Business Award	Total Car Score's Top 10 Best Car Brands for 2012	Kia are Which? Award winners for Best Car Manufacturer 2012	
Award Year	2012	2012	2012	2012	
Model	Brand	Brand	Brand	Brand	
Date Awarded	2/8/2012	4/23/2012	6/12/2012	6/21/2012	
Requirements	Submit final creative for approval	Must purchase licensing fee	Submit final creative for approval	Submit final creative for approval	
Award Image		Logo requires licensing		Must get logo from KMA legal	
Methodology	Please review the information in the original article here: http://www.kbb.com/car-news/all-the-latest/2012-total-cost-of-ownership-awards/	The submissions are pre-screened by the Good Design is Good Business team for each project's relevance to the contest guidelines and for overall presentation. The selected group is then reviewed by an editorial jury, who consider the specific details of each project in regard to the client brief, design solution, and the success of the solution as to sustainability, innovation, actual business metrics, improved employee productivity, and beneficial community relations, in addition to a project's overall aesthetic.	The manufacturer ratings were based on the average model score (Total Car Score) across a manufacturer's entire model line-up for 2012.	When choosing the winner, Which? looked at the number of Best Buy cars that manufacturers achieved in the past year, value for money, reliability scores, customer satisfaction scores and lab test results.	
Legal Disclaimer	2012 model-year vehicle's projected ownership costs are based on the average Kelley Blue Book Total Cost of Ownership data for the initial five-year ownership period. For more information, visit www.kbb.com .	Must purchase licensing. License depends on type of usage.	For more information on Total Car Score's ratings please visit TotalCarScore.com (please hyperlink to <www.totalcarscore.com> for digital ads). 'Total Car Score' and 'TCS' is a registered trademark of Total Car Score, LLC. All rights reserved.	N/A	
Contact Info	Joanna Pinkham jpinkham@kbb.com	Anastasia Minichino anastasia.minichino@theygsgroup.com	Karl Bauer karl@totalcarscore.com	Muireann Kirby Muireann.Kirby@which.co.uk	
Duration	May use as long as long as the award year is stated with the respective claim	TBD	May use as long as brand year is stated with the respective claim	June 19, 2013	
Notes	Contact Manan Patel at 310.445.5272 or manan.patel@dng.com for KBB guidelines.			Which? are flexible with wording of the award verbiage. We can run any copy by them; send to Muireann for approval or feedback.	